

CLAIMS

1. A packaged consumer product that comprises a bottle or jar and a moulded plastic sheath therefor, said sheath being closed at the top, open at the bottom, possessing a means for releasably holding the bottle or jar, and having cutaway sections in opposite sides that enable the bottle or jar to be grasped between finger and thumb and pulled from the sheath.
2. A packaged consumer product according to claim 1, characterised in that the outer surface of the moulded plastic sheath has a higher coefficient of friction than the outer surface of the bottle or jar contained therein.
3. A packaged consumer product according to claim 1 or claim 2, characterised in that the moulded plastic sheath is closely fitted to the bottle or jar and holds it firmly by frictional interactions between the outside surface of the bottle or jar and the inside surface of the sheath.
4. A packaged consumer product according to any preceding claim, comprising an internal projection protruding from the inside surface of the moulded plastic sheath and contacting the bottle or jar in a manner that aids the retention of the bottle or jar within the sheath.
5. A packaged consumer product according to claim 4, comprising two opposed projections, that protrude downwards from the top inside surface of the moulded plastic sheath and closely follow the sides of a cap

- 17 -

upon the bottle or jar, each projection having an inward facing lug at its bottom that is able to reversible slot into a slit at the bottom of each side of said cap.

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6. A packaged consumer product according to any preceding claim, characterised in that the moulded plastic sheath is of asymmetric shape when viewed from at least one side.

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7. A packaged consumer product according to any preceding claim, characterised in that the moulded plastic sheath extends to the full length of the associated bottle or jar.

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8. A packaged consumer product according to any preceding claim, characterised in that the cutaway sections in opposite sides of the sheath extend to the bottom of the sheath.

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9. A packaged consumer product substantially as represented in Figures 4 to 7.

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10. A method for the protection from physical damage of a bottle or jar, characterised in that said method comprises surrounding the bottle or jar by a moulded plastic sheath therefor that is closed at the top, open at the bottom, possesses a means for releasably holding the bottle or jar, and possesses cutaway sections in opposite sides that enable the bottle or jar to be grasped between finger and thumb and pulled from the sheath.

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- 18 -

11. A method of manufacture of a packaged consumer product according to any of claims 1 to 8, comprising suitably orientating the bottle/jar and the pre-formed sheath relative to each other and then inserting the  
5 bottle/jar into the sheath through the opening at the bottom of the sheath, until the bottle/jar and the sheath are releasably engaged.